

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision 566484 /		Alt Order # 09784336
Product THOMPSON FOR SENATE		
Contract Dates 08/07/12 - 08/14/12		Estimate # 2581
Advertiser Thompson/R/Senate		Original Date / Revision 08/06/12 / 08/10/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	08/07/12	08/10/12	M-F 530a-6a	530a-6a		:30			NM	4	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$270.00			
N 2	6	08/13/12	08/14/12	M-F 530a-6a	530a-6a		:30			NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				1	\$270.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	08/13/12-08/19/12	M-F 530a-6a	530a-6a	MTU-----	:30		\$270.00	NM		
	See MG 2.2,2.3											
	2	6	08/13/12-08/13/12	M-F 430-5a	430-5a	M-----	:30		\$200.00	NM		
	Ⓜ MG for 2.1 08/13											
	3	6	08/13/12-08/13/12	M-F 105a-135a	105a-135a	M-----	:30		\$70.00	NM		
	Ⓜ MG for 2.1 08/13											
N 3	6	08/13/12	08/14/12	M-F 6a-7a	6a-7a		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$325.00			
N 4	6	08/07/12	08/10/12	M-F 6a-7a	6a-7a		:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				4	\$325.00			
N 5	6	08/07/12	08/10/12	M-F 7a-8a	7a-8a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				3	\$600.00			
N 6	6	08/13/12	08/14/12	M-F 7a-8a	7a-8a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$600.00			
N 7	6	08/12/12	08/12/12	Su 7a-8a	7a-8a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$165.00			
N 8	6	08/12/12	08/12/12	Su 8a-9a	8a-9a		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$185.00			
N 9	6	08/12/12	08/12/12	FOX News Sunday	9a-10a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
566484 /	09784336

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/07/12 - 08/14/12	THOMPSON FOR SENATE	2581

<u>Advertiser</u>	<u>Original Date / Revision</u>
Thompson/R/Senate	08/06/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/06/12	08/12/12	-----S				1	\$200.00																										
N 10	6	08/13/12	08/13/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	\$200.00																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/13/12	08/19/12	M-----				1	\$200.00																										
N 11	6	08/07/12	08/10/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	4	\$800.00																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/06/12	08/12/12	-TWTF--				4	\$200.00																										
N 12	6	08/07/12	08/10/12	M-F 5p-530p	5p-530p		:30			NM	2	\$1,000.00																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/06/12	08/12/12	-TWTF--				2	\$500.00																										
N 13	6	08/13/12	08/13/12	M-F 5p-530p	5p-530p		:30			NM	1	\$500.00																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/13/12	08/19/12	M-----				1	\$500.00																										
N 14	6	08/13/12	08/13/12	M-F 530p-6p	530p-6p		:30			NM	1	\$465.00																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/13/12	08/19/12	M-----				1	\$465.00																										
N 15	6	08/07/12	08/10/12	M-F 530p-6p	530p-6p		:30			NM	4	\$1,860.00																							
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td>Week:</td><td></td><td>08/06/12</td><td>08/12/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$465.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			Week:		08/06/12	08/12/12	-TWTF--				4	\$465.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/06/12	08/12/12	-TWTF--				4	\$465.00																										
N 16	6	08/07/12	08/10/12	M-F 6p-630p	6p-630p		:30			NM	4	\$2,000.00																							
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td>Week:</td><td></td><td>08/06/12</td><td>08/12/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			Week:		08/06/12	08/12/12	-TWTF--				4	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/06/12	08/12/12	-TWTF--				4	\$500.00																										
N 17	6	08/13/12	08/13/12	M-F 6p-630p	6p-630p		:30			NM	1	\$500.00																							
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td>Week:</td><td></td><td>08/13/12</td><td>08/19/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			Week:		08/13/12	08/19/12	M-----				1	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/13/12	08/19/12	M-----				1	\$500.00																										
N 18	6	08/13/12	08/13/12	M-F 9-930p	9p-930p		:30			NM	1	\$900.00																							
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td>Week:</td><td></td><td>08/13/12</td><td>08/19/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$900.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			Week:		08/13/12	08/19/12	M-----				1	\$900.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																										
Week:		08/13/12	08/19/12	M-----				1	\$900.00																										
N 19	6	08/07/12	08/10/12	M-F 9-930p	9p-930p		:30			NM	4	\$4,500.00																							
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td>Week:</td><td></td><td>08/06/12</td><td>08/12/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$900.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			Week:		08/06/12	08/12/12	-TWTF--				4	\$900.00		
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	3	6	08/06/12-08/12/12	M-F 9-930p	9p-930p	-TuWThF----	:30		\$900.00	NM																									
	See MG 19.5, 19.6																																		
	4	6	08/06/12-08/12/12	M-F 9-930p	9p-930p	-TuWThF----	:30		\$900.00	NM																									
	See MG 19.5, 19.6																																		
	5	6	08/09/12-08/10/12	M-F 9-930p	9p-930p	----ThF----	:30		\$1,350.00	NM																									
	Ⓜ MG for 20.3, 19.3, 19.4																																		
	6	6	08/09/12-08/10/12	M-F 9-930p	9p-930p	----ThF----	:30		\$1,350.00	NM																									
	Ⓜ MG for 20.3, 19.3, 19.4																																		
N 20	6	08/07/12	08/10/12	M-Su 930-10p	930-10p		:30			NM	3	\$2,700.00																							
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	3	6	08/06/12-08/12/12	M-Su 930-10p	930-10p	-TuWThF----	:30		\$900.00	NM																									
	See MG 19.5, 19.6																																		
N 21	6	08/13/12	08/13/12	M-F 930-10p	930p-10p		:30			NM	1	\$900.00																							
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Week:		08/13/12	08/19/12	M-----				1	\$900.00																										
N 22	6	08/11/12	08/11/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$650.00																							

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Thompson/R/Senate	08/06/12 / 08/10/12

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Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 23	6	08/12/12	08/12/12	Su 930p-10p	930p-10p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$800.00			
N 24	6	08/12/12	08/12/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$800.00			
N 25	6	08/07/12	08/10/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-TWTF--				1	\$150.00			
N 26	6	08/09/12	08/10/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				1	\$300.00			
N 27	6	08/09/12	08/10/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				1	\$285.00			
N 28	6	08/12/12	08/12/12	Su 10a-1030a	10a-1030a		:30			NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$130.00			
Totals											54	\$26,290.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	54	\$26,290.00	\$22,346.50
Totals	54	\$26,290.00	\$22,346.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, NICHOLAS EVERHART/KEGAN BERAN,
 being/on behalf of: TOMMY THOMPSON, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: UNITED STATES SENATE
 in the PRIMARY
 election to be held on: AUGUST 14, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[illegible]

I represent that the payment for the above described broadcast time has been furnished by:

Tommy Thompson for Senate, Inc PO Box 2539, Madison, Wisconsin 53701 | 608-620-4848

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DIANE HENDRICKS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

2/10/12

Date _____

Signature _____

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature _____

Printed Name _____

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Nick Everhart
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Nick Everhart
signature of candidate or authorized committee

NICK EVERHART

printed name

2/10/12
date

STRATEGIC MEDIA PLACEMENT INC.

7669 STAGERS LOOP
DELAWARE, OH 43015



25-2-440

08/06/2012

PAY TO THE ORDER OF WITI-TV

\$**21,738.75

Twenty-one thousand seven hundred thirty-eight and 75/100***** DOLL

WITI-TV

AUTHORIZED SIGNATURE

MEMO TOMMY THOMPSON BUY 8/7/12 - 8/14/12

⑈00016605⑈ ⑈044000024⑈ 01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

08/06/2012

WITI-TV

TOMMY THOMPSON BUY 8/7/12 - 8/14/12

21,738.75

102 Huntington

TOMMY THOMPSON BUY 8/7/12 - 8/14/12

21,738.75